



# 2020 4TH OF JULY **SOCIAL MEDIA PLAYBOOK**



# How to Use This Playbook

---

This document is a social media playbook for the Fourth of July impaired driving campaign. It includes specific content and assets, along with instructions, to address 21- to 34-year-old male drivers. The content in this playbook is designed for easy posting and seamless integration into your current social media strategy. Your communication efforts throughout the year may help save lives.

# Table of Contents

---

Campaign Overview .....	<a href="#">4</a>
▶ Campaign Summary .....	<a href="#">4</a>
▶ Objectives .....	<a href="#">4</a>
▶ 4th of July Posting Strategy .....	<a href="#">4</a>
Social Media Content.....	<a href="#">5</a>
▶ Content Organization .....	<a href="#">5</a>
▶ Post Examples .....	<a href="#">6</a>
▶ Sizes Available .....	<a href="#">7</a>
▶ Content Pages - English .....	<a href="#">8</a>
▶ Content Pages - Spanish .....	<a href="#">12</a>
NHTSA Contact .....	<a href="#">16</a>

# Campaign Overview

---

## Fourth of July Impaired Driving Campaign Summary

Every year, the Fourth of July is a holiday to celebrate family, friends, food, fireworks and freedom. Wide consumption of alcohol, and increasingly marijuana, has become a mainstay of this annual patriotic celebration.

In conjunction with this holiday, a spike in drunk driving-related fatalities is seen and the Fourth of July is consistently one of the holiday periods with the highest number of alcohol-impaired crash fatalities each year. The Fourth of July impaired driving campaign seeks to educate drivers on the dangers of drunk and drug-impaired driving.

## Objectives

- ▶ Educate drivers on the impacts of driving under the influence of alcohol and drugs
- ▶ Remind drivers of the consequences that come from driving under the influence
- ▶ Motivate drivers to not drive under the influence of alcohol or drugs

## Fourth of July Impaired Driving Posting Strategy

The Fourth of July impaired driving campaign period is from July 3 to July 5. With the holiday falling over a weekend, it is extremely important to post consistently and frequently throughout the campaign on Friday, Saturday and Sunday to keep the message of not driving while impaired at the front of people's minds.

Below are some relevant hashtags to use when posting about the campaign:

- ▶ **#July4**
- ▶ **#July4th**
- ▶ **#FourthOfJuly**
- ▶ **#BuzzedDriving**
- ▶ **#DriveSober**
- ▶ **#FeelDifferentDriveDifferent**

# Social Media Content

This section contains shareable social media content for the Fourth of July Impaired Driving campaign. Provided on pages [8-13](#) are downloadable graphics with accompanying suggested posts that you can use on your own channels.

Below are two sample social media posts: one for Twitter, using a rectangular graphic, and one for Instagram/Facebook, using a square graphic.



 *Twitter*



 *Facebook/Instagram*

On the following pages, you will see additional graphic and post examples in a variety of sizes for the campaign. Be sure to consider which social media platform your target audiences are using when choosing the graphics and post content. Also, take into consideration that most people use mobile phones when checking their social media accounts. The graphics in this playbook are optimized for mobile platforms.

## Content Organization

The social media content is organized into sections based on graphics and language.

### English:

- ▶ Statistics (Alcohol) – Pg. [8](#)
- ▶ Spilled Drink – Pg. [9](#)
- ▶ Stay Free and Safe – Pg. [10](#)
- ▶ Statistics (Drug) – Pg. [11](#)

### Spanish:

- ▶ Statistics (Alcohol) – Pg. [12](#)
- ▶ Spilled Drink – Pg. [13](#)
- ▶ Stay Free and Safe – Pg. [14](#)
- ▶ Statistics (Drug) – Pg. [15](#)

## Post Examples

Following are examples of how posts should look when published.

### Facebook



The image shows a Facebook post from NHTSA, marked as 'Sponsored'. The text reads: 'Celebrate the red, white, and blue safely this #FourthOfJuly! #BuzzedDrivingIsDrunk Driving.' Below the text is a graphic with a dark blue banner that says 'DON'T LET A HAPPY 4<sup>TH</sup>' in white and red text. The background of the graphic shows a red and white bowl, keys, and a spilled drink on a wooden surface. A 'Learn More' button is at the bottom right of the graphic. Below the graphic, the post shows 20 likes, 562 comments, and 311 shares. At the bottom are buttons for 'Like', 'Comment', and 'Share'. Two callout lines with numbered circles point to specific parts of the post: one points to the graphic area, and the other points to the text area.

1 Downloaded graphic from [TrafficSafetyMarketing.gov](https://www.trafficsafetymarketing.gov)

2 Suggested copy from this playbook.

## Sizing & Posting Tips

Social media graphic sizes vary across the ever-changing social media platforms. In this playbook we included different sizes based on suggested industry standards and best practices. Most graphics are available as animated versions on the [trafficsafetymarketing.gov](https://www.trafficsafetymarketing.gov) website.

Posting animated graphics is as easy as standard images. On Twitter and Instagram, animated images can be posted in the same way as static images by selecting the animated image from your camera roll or files to accompany your post. On Facebook, there are a few more features to include with videos for organization pages and step-by-step instructions on posting animated images on the platform are available [here](#).

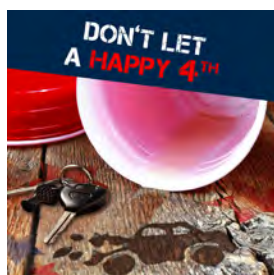
## Sizes Available

Social media graphic sizes vary across the ever-changing social media platforms. In this playbook we included four different sizes based on suggested industry standards and best practices. Most graphics are available as animated versions on the [Traffic Safety Marketing](#) website.



Facebook/Instagram Posts

1200x1200 (square)



1000x1200 (vertical)



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675





## Alcohol-Impaired Statistics (English) – Buzzed Driving is Drunk Driving

### STEP

#### 1 Download graphics.

Download the "Statistics" graphic below at:  
[Traffic Safety Marketing](#).

### STEP



#### 2 Combine with suggested copy below or feel free to draft your own.



Copy/paste one of the suggested posts below.



- A **#DUI** can cost you \$10k in legal fees and fines. Don't ruin your **#FourthOfJuly** — or someone else's. **#BuzzedDriving** Is Drunk Driving.
- Are you this year's designated driver? Celebrate with a nonalcoholic beverage, like a root beer float, and leave the alcohol to the passengers. Remember: Buzzed Driving Is Drunk Driving.
- Celebrate America, celebrate each other — never let a friend drive drunk. Take away the keys, call a cab, or let them stay at your place. Spread the word: Buzzed Driving Is Drunk Driving.

### Sizes Available:

  Facebook/Instagram Posts  
1200x1200  
1000x1200

  Facebook/Instagram Stories  
1080x1920

 Twitter Posts  
1200x675



## Spilled Drink (English)

### STEP

#### 1 Download graphics.

Download the "Spilled Drink" graphic below at:  
[Traffic Safety Marketing](#).

### STEP



#### 2 Combine with suggested copy below or feel free to draft your own.



Copy/paste one of the suggested posts below.




- During the 2018 **#FourthOfJuly** holiday, 78 people were killed in drunk-driving crashes. **#BuzzedDriving** Is Drunk Driving
- Celebrate the red, white, and blue safely this **#FourthOfJuly!** **#BuzzedDriving** Is Drunk Driving.
- Be a designated driver hero this Independence Day and make sure your friends get home safe from parties. Remind them: Buzzed Driving Is Drunk Driving.

### Sizes Available:

  Facebook/Instagram Posts  
1200x1200  
1000x1200

  Facebook/Instagram Stories  
1080x1920

 Twitter Posts  
1200x675

## Stay Free and Safe (English)

### STEP

#### 1 Download graphics.

Download the "Stay Free and Safe" graphic below at: [Traffic Safety Marketing](https://www.traffic-safety-marketing.com).

### STEP



#### 2 Combine with suggested copy below or feel free to draft your own.



Copy/paste one of the suggested posts below.



- A **#DUI** arrest can cost you \$10k in fees and fines, your license, or worse — your life.
- From 2014 to 2018, there were 812 people killed in drunk-driving crashes over the Fourth of July holiday periods.
- Drive sober this **#IndependenceDay**, and every day! **#BuzzedDriving** Is Drunk Driving.
- During the 2018 **#FourthOfJuly** holiday, 78 people were killed in drunk-driving crashes. **#BuzzedDriving** Is Drunk Driving.
- This Fourth of July make sure you celebrate the red, white, and blue with a sober ride home from the party. Remember: Buzzed Driving Is Drunk Driving.

### Sizes Available:

  Facebook/Instagram Posts  
1200x1200  
1000x1200

  Facebook/Instagram Stories  
1080x1920

 Twitter Posts  
1200x675

## Drug-Impaired Statistics (English)

### STEP

#### 1 Download graphics.

Download the "Statistics" graphic below at:  
[Traffic Safety Marketing](#).


### STEP


#### 2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.



### Sizes Available:

 Facebook/Instagram Posts  
1200x1200  
1000x1200

 Facebook/Instagram Stories  
1080x1920

 Twitter Posts  
1200x675

- Make your country proud this **#July4th** and drive sober, always. Drive High, Get a **#DUI**.
- Between 2008 and 2017, of those drivers killed in crashes and tested for marijuana, marijuana use had nearly doubled. Drive High, Get a **#DUI**.
- Marijuana doesn't belong behind the wheel. This **#July4th**, and every day, Drive High, Get a **#DUI**.
- Your forefathers fought for freedom. Don't lose it to a DUI. Drive High, Get a DUI.
- Whether it's Independence Day, or any day, drug-impaired driving is deadly and illegal. If you feel different, you drive different.
- If you're the designated driver, make sure you take your role seriously — you could help save a life. If you feel different, you drive different.
- Hot dogs, fireworks, sparklers... what's your favorite part of **#July4th**? Make sure you're around for next year's festivities by committing to sober driving today. If you feel different, you drive different.
- As the Fourth of July parties end, remind your friends that it's never safe to get behind the wheel high. Tell them: If you feel different, you drive different.
- Celebrate Independence Day the safe way — with a sober ride home. Never drive impaired. If you feel different, you drive different.

# Alcohol-Impaired Statistics (Spanish) - Buzzed Driving is Drunk Driving

## STEP

### 1 Download graphics.

Download the "Statistics" graphic below at:  
[Traffic Safety Marketing](#).



## Sizes Available:



Facebook/Instagram Posts

1200x1200

1000x1200



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

## STEP

### 2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.  
Do not copy **red** text.\*

*\*It is not necessarily a direct translation but for reference only.*

- Este Día de la Independencia, mantén el rojo, blanco y azul en el cielo y fuera de tu espejo retrovisor. Ayúdanos a difundir el mensaje.

*Translation: This Independence Day, keep the red, white, and blue in the sky and out of your rearview mirror. Help us spread the message.*

- Maneja sobrio este Día de la Independencia, ¡y todos los días! Ayúdanos a difundir el mensaje que Manejar Entonado Es Manejar Borracho.

*Translation: Drive sober this Independence Day, and every day! Help us spread the message that Buzzed Driving Is Drunk Driving.*

- ¿Eres el conductor designado de este año? Celebra con una bebida sin alcohol, como una cerveza de raíz con helado, y deja el alcohol a los pasajeros. Recuerda: Manejar Entonado Es Manejar EbrioBorracho.

*Translation: Are you this year's designated driver? Celebrate with a nonalcoholic beverage, like a root beer float, and leave the alcohol to the passengers. Remember: Buzzed Driving Is Drunk Driving.*

- Durante el período festivo del cuatro de julio de 2018, 78 personas murieron en choques causados por conductores ebrios. Nunca es correcto beber y manejar. Manejar Entonado Es Manejar EbrioBorracho.

*Translation: During the 2018 Fourth of July holiday, 78 people were killed in drunk-driving crashes. It is never okay to drink and drive. Buzzed Driving Is Drunk Driving.*



## Spilled Drink (Spanish)

### STEP

#### 1 Download graphics.

Download the "Spilled Drink" graphic below at:  
[Traffic Safety Marketing](#).



### Sizes Available:



Facebook/Instagram Posts

1200x1200

1000x1200



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

### STEP

#### 2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.  
Do not copy **red** text.\*

*\*It is not necessarily a direct translation but for reference only.*

- Este cuatro de julio, NHTSA y [Comunidad Local]se unirán para la campaña nacional de conciencia, Manejar Entonado Es Manejar Borracho. ¡Ayúdanos a mantener seguras nuestras carreteras este Día de la Independencia!  
*Translation: This Fourth of July, NHTSA and [Local Community]are partnering for the national Buzzed Driving Is Drunk Driving awareness campaign. Help keep our streets safe this Independence Day!*
- Sé un héroe conductor designado este Día de la Independencia y asegúrate de que tus amigos lleguen a casa de forma segura de las fiestas. Recuérdales: Manejar Entonado Es Manejar EbrioBorracho.  
*Translation: Be a designated driver hero this Independence Day and make sure your friends get home safe from the parties. Remind them: Buzzed Driving Is Drunk Driving.*
- Celebra América, celebremos mutuamente —nunca permitas que un amigo maneje borracho. Quítale las llaves, llama a un taxi o déjalo quedarse en tu casa. Difunde la palabra: Manejar Entonado Es Manejar Borracho.  
*Translation: Celebrate America, celebrate each other —never let a friend drive drunk. Take away the keys, call a cab, or let them stay at your place. Spread the word: Buzzed Driving Is Drunk Driving.*
- ¡2020 es el 244º aniversario de América! ¡Asegúrate de estar vivo para celebrar el 245º! Ayúdanos a difundir la palabra: Manejar Entonado Es Manejar Borracho.  
*Translation: 2020 is the 244th birthday of our great nation! Make sure you're around to celebrate the 245th! Help us spread the word: Buzzed Driving Is Drunk Driving.*
- Este cuatro de julio, asegúrate de celebrar el rojo, blanco y azul con un viaje sobrio desde la fiesta a casa. Recuerda: Manejar Entonado Es Manejar Borracho.  
*Translation: This Fourth of July, make sure you celebrate the red, white, and blue with a sober ride home from the party. Remember: Buzzed Driving Is Drunk Driving.*

## Stay Free and Safe (Spanish)

### STEP

#### 1 Download graphics.

Download the "Stay Free and Safe" graphic below at: [Traffic Safety Marketing](https://www.traffic-safety-marketing.com).

### STEP

#### 2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below. Do not copy **red** text.\*

*\*It is not necessarily a direct translation but for reference only.*



- 13 colonias o 50 estados, siempre es ilegal beber y manejar en los Estados Unidos. Toma la decisión correcta.  
*Translation: Thirteen colonies or 50 states, it's always illegal to drink and drive in the United States. Make the right decision.*
- No te arriesgues: si estás borracho, obtén un viaje sobrio a casa.  
*Translation: Don't risk it: If you're drunk, get a sober ride home.*
- De 2014 a 2018, 812 personas murieron en choques causados por conductores ebrios durante los períodos festivos del 4 de julio. Quédate seguro y difunde la palabra.  
*Translation: From 2014 to 2018, there were 812 people killed in drunk-driving crashes over the Fourth of July holiday periods. Stay safe and spread the word.*

### Sizes Available:



Facebook/Instagram Posts

1200x1200

1000x1200



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

## Drug-Impaired Statistics (Spanish)

### STEP

#### 1 Download graphics.

Download the "Statistics" graphic below at:  
[Traffic Safety Marketing](#).



### Sizes Available:



Facebook/Instagram Posts

1200x1200

1000x1200



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

### STEP

#### 2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.  
Do not copy **red** text.\*

*\*It is not necessarily a direct translation but for reference only.*

- Tus antepasados lucharon por libertad. No la pierdas por un DUI. **#DriveHighGetADUI**  
*Translation: Your forefathers fought for freedom. Don't lose it to a DUI.*
- El único rojo, blanco y azul que deberías ver este Día de la Independencia deberían ser los fuegos artificiales en el cielo, y no las luces de la policía. **#DriveHighGetADUI**  
*Translation: The only red, white, and blue you should see this Independence Day should be the fireworks in the sky, not the law enforcement's vehicle lights.*
- No permitas que el manejo bajo la influencia de drogas arruine tu Día de la Independencia, o el de otra persona. Si te sientes diferente, manejas diferente. **#DriveHighGetADUI**  
*Translation: Don't let drug-impaired driving ruin your Independence Day, or someone else's. If you feel different, you drive different.*
- Ya sea el Día de la Independencia o cualquier otro día, manejar bajo la influencia de drogas siempre es ilegal y podría resultar en un arresto. **#DriveHighGetADUI**  
*Translation: Whether it's Independence Day or any other day, drug-impaired driving is always illegal and could result in arrest.*
- Cuando las fiestas del 4 de julio lleguen a su fin, busca a tus amigos y seres queridos. Si alguien está intoxicado, quítales las llaves del vehículo. **#DriveHighGetADUI**  
*Translation: As the Fourth of July parties come to an end, look out for your friends and loved ones. If someone is high, take away their car keys.*
- Este **#CuatrodeJulio**, ayuda al [Agencia Local del Orden Público]a mantener seguras las calles evitando manejar bajo la influencia de drogas. **#DriveHighGetADUI**  
*Translation: This July 4th, help [Local Law Enforcement] keep the streets safe by refraining from drug-impaired driving.*
- El número de conductores que murieron en choques quienes fueron examinados por drogas, y resultaron positivos a marihuana, casi se duplicó entre 2008 y 2017. **#DriveHighGetADUI**  
*Translation: The number of drivers killed in crashes who were tested for drugs, and were marijuana-positive almost doubled from 2008 to 2017.*



# NHTSA Contact

---

If you have questions about the Fourth of July Impaired Driving campaign, please contact Glaceria Mason at [glaceria.mason@dot.gov](mailto:glaceria.mason@dot.gov).